Scientific Foundations of Branding

Branding · Answer Key · 8 Questions

1. According to Keller's Customer-Based Brand Equity (CBBE) model, which dimension sits at the pinnacle of the brand resonance pyramid, representing the ultimate relationship between consumer and brand?

A) Brand Salience
B) Brand Performance
C) Brand Resonance
D) Brand Judgments

2. In the context of associative network memory models, what is the term for the process by which a consumer retrieves information about a brand based on the strength and favorability of links within their cognitive structure?

A) Spreading Activation
B) Cognitive Dissonance
C) Mere-exposure Effect
D) Priming Influence

3. The 'Dual Coding Theory' by Allan Paivio explains the superior recall of brands that utilize both verbal and visual elements. What does this theory posit regarding memory storage?

A) Visual data is stored in the sensory register only
B) Information is stored in separate but interconnected verbal and nonverbal systems
C) Memory is exclusively dependent on semantic encoding
D) All information is stored as propositional nodes without modality

4. Which psychological concept explains why consumers frequently attribute higher quality to a brand based solely on its heritage and historical longevity, regardless of objective performance data?

A) Endowment Effect
B) Signaling Theory
C) Halo Effect
D) Mere-exposure Effect

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5. In neuro-marketing studies using fMRI, which brain region is consistently activated when a subject encounters a 'lovemark' or a brand to which they have a strong emotional attachment?

A) Prefrontal Cortex

B) Medial Prefrontal Cortex

C) Cerebellum

D) Occipital Lobe

6. What does the 'Law of Triviality' or 'Parkinson's Law of Triviality' suggest regarding how consumers evaluate branding elements such as logo color versus complex product features?

A) Consumers ignore complex features entirely

B) Color has no impact on brand perception

C) Consumers spend disproportionate time discussing simple, easily understood aspects of a brand

D) Complexity is the primary driver of brand loyalty

7. According to the 'Meaning-Transfer Model' by Grant McCracken, how does cultural meaning move from the 'culturally constituted world' to a consumer product?

A) Via the advertising and fashion systems

B) Through direct digital marketing

C) By pure random chance

D) Through physical production processes

8. The 'Zeigarnik Effect' is sometimes applied in branding strategy to increase brand engagement. What does this principle state?

A) People remember uncompleted or interrupted tasks better than completed ones

B) Repeated exposure leads to boredom

C) Negative brand experiences are forgotten faster

D) Visual branding is superior to auditory branding

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